

1 **In the Claims**

2 Please cancel claim 72 without prejudice.

3 Please amend claims 1-6, 11-12, 14-16, 18-19, 23, 27, 30, 51-55, 62-63, 65,
4 67-71, and 73-78 as shown herein.

5 Please add new claims 79-81 as shown herein.

6 Claims 1-71 and 73-81 are pending and are listed following:

7
8 **1. (currently amended)** A system, comprising:

9 a destination device configured to request data;

10 a tracking device configured to:

11 receive the request for the data from the destination device and
12 redirect the request;

13 receive tracking information from the destination device when the
14 data is provided to the destination device;

15 maintain the tracking information in a database;

16 associate the tracking information with the destination device; and

17 a first server device configured to provide the data that includes the
18 tracking information to a the destination device, the data including tracking
19 information; the server device further configured to receive the redirected request
20 for the data from the tracking device.

21 ~~a second device configured to receive the tracking information from the~~
22 ~~destination device when the data is provided to the destination device; and~~

23 ~~a database configured to maintain the tracking information and associate~~
24 ~~the tracking information with the destination device.~~

1
2 **2. (currently amended)** A system as recited in claim 1, wherein
3 the ~~first and second devices are the same~~ server device includes the tracking
4 device.

5
6 **3. (currently amended)** A system as recited in claim 1, wherein
7 the ~~database~~ tracking device is further configured to associate the tracking
8 information with a user of the destination device.

9
10 **4. (currently amended)** A system as recited in claim 1, wherein
11 the ~~second~~ tracking device receives the tracking information from the destination
12 device after the data is rendered at the destination device.

13
14 **5. (currently amended)** A system as recited in claim 1, wherein
15 the tracking information includes a designation of the ~~second~~ tracking device, such
16 that the tracking information is communicated to the ~~second~~ tracking device based
17 upon the designation.

18
19 **6. (currently amended)** A system as recited in claim 1, wherein
20 the tracking information identifies the ~~first~~ server device as a provider of the data.

21
22 **7. (original)** A system as recited in claim 1, wherein the tracking
23 information identifies the destination device.
24
25

1 **8. (original)** A system as recited in claim 1, wherein a destination
2 device identifier is included as part of the tracking information when the data is
3 provided to the destination device.

4
5 **9. (original)** A system as recited in claim 1, wherein the tracking
6 information identifies the data.

7
8 **10. (original)** A system as recited in claim 1, wherein the tracking
9 information is a uniform resource locator.

10
11 **11. (currently amended)** A system as recited in claim 1, wherein
12 the tracking information is included as part of a uniform resource locator that
13 designates the ~~second~~ tracking device, identifies the ~~first~~ server device as a
14 provider of the data, identifies the destination device, and identifies the data.

1 **12. (currently amended)** A system as recited in claim 1, wherein:
2 the ~~second~~ tracking device is further configured to receive a request for
3 additional data from the destination device, the request including request-tracking
4 information;
5 the ~~database~~ tracking device is further configured to maintain the request-
6 tracking information and associate the request-tracking information with the
7 destination device; and
8 the ~~first~~ server device is further configured to receive the request for the
9 additional data from the ~~second~~ tracking device, and provide the additional data to
10 the destination device.

11
12 **13. (original)** A computing device comprising the system as recited
13 in claim 1.

14
15 **14. (currently amended)** A system, comprising:
16 a ~~first~~ tracking device configured to receive a request for data from a
17 requesting device and redirect the request for the data to a data provider, the
18 request including tracking information relating to the request for the data;
19 a database configured to maintain the tracking information and associate
20 the tracking information with the requesting device; and
21 a ~~second~~ server device configured to receive the redirected request for the
22 data from the ~~first~~ tracking device, and provide the data to the requesting device.

1 **15. (currently amended)** A system as recited in claim 14, wherein
2 the request further includes a data provider designation that designates the ~~second~~
3 server device.

4
5 **16. (currently amended)** A system as recited in claim 14, wherein
6 the ~~first and second devices are the same~~ server device includes the tracking
7 device.

8
9 **17. (original)** A system as recited in claim 14, wherein the database
10 is further configured to associate the tracking information with a user of the
11 requesting device.

12
13 **18. (currently amended)** A system as recited in claim 14, wherein
14 the request designates the ~~second~~ server device as a provider of the data, and
15 wherein the tracking information includes a designation of the ~~first~~ tracking
16 device, such that the request is first communicated to the ~~first~~ tracking device
17 based upon the designation.

18
19 **19. (currently amended)** A system as recited in claim 14, wherein
20 the tracking information identifies the ~~second~~ server device as ~~a provider of the~~
21 data provider.

22
23 **20. (original)** A system as recited in claim 14, wherein the tracking
24 information identifies the requesting device as a destination of the data.
25

1
2 **21. (original)** A system as recited in claim 14, wherein the tracking
3 information identifies the data.

4
5 **22. (original)** A system as recited in claim 14, wherein the tracking
6 information is a uniform resource locator.

7
8 **23. (currently amended)** A system as recited in claim 14, wherein
9 the tracking information is included as part of a uniform resource locator that
10 designates the ~~first~~ tracking device to first receive the request for data, identifies
11 the ~~second~~ server device as a ~~provider~~ of the data provider, identifies the
12 requesting device as a destination of the data, and identifies the data.

13
14 **24. (original)** A system as recited in claim 14, wherein the request
15 for data is generated from a selectable data link within rendered content at the
16 requesting device, and wherein the tracking information identifies the selectable
17 data link and the rendered content that includes the selectable data link.

18
19 **25. (original)** A system as recited in claim 14, wherein the request
20 for data is generated from a selectable data link within rendered content at the
21 requesting device, and wherein the tracking information identifies the selectable
22 data link and a location of the selectable data link within the rendered content.

1 **26. (original)** A system as recited in claim 14, wherein the request
2 for data is generated from a selectable data link within rendered content at the
3 requesting device, and wherein the tracking information identifies the selectable
4 data link, the rendered content that includes the selectable data link, and a location
5 of the selectable data link within the rendered content.

6
7 **27. (currently amended)** A system as recited in claim 14, wherein:
8 the request for data is generated from a selectable data link within rendered
9 content at the requesting device; and

10 the tracking information is included as part of a uniform resource locator
11 that designates the ~~first~~ tracking device to first receive the request for data, and
12 further identifies the data, the ~~second~~ server device as a ~~provider of the data~~
13 provider, the requesting device as a destination of the data, the selectable data link,
14 the rendered content that includes the selectable data link, and a location of the
15 selectable data link within the rendered content.

16
17 **28. (original)** A computing device comprising the system as recited
18 in claim 14.

1 **29. (original)** A system, comprising:

2 a tracking component configured to receive a request for content from a
3 requesting device, the request for content including request-tracking information
4 relating to the request for content;

5 a content provider configured to receive the request for content from the
6 tracking component, and provide the content to the requesting device, the content
7 including content-tracking information relating to providing the content;

8 the tracking component further configured to:

9 receive the content-tracking information from the requesting device
10 when the content is provided to the requesting device;

11 maintain the request-tracking information and the content-tracking
12 information; and

13 associate the request-tracking information and the content-tracking
14 information with the requesting device.

15
16 **30. (currently amended)** A system as recited in claim 29, wherein
17 the content provider includes the tracking component ~~and the content provider are~~
18 ~~the same device.~~

19
20 **31. (original)** A system as recited in claim 29, wherein the tracking
21 component is further configured to associate the request-tracking information and
22 the content-tracking information with a user of the requesting device.

1 **32. (original)** A system as recited in claim 29, wherein the tracking
2 component receives the content-tracking information from the requesting device
3 after the content is rendered at the requesting device.

4
5 **33. (original)** A system as recited in claim 29, wherein a requesting
6 device identifier is included as part of the content-tracking information when the
7 content is provided to the requesting device.

8
9 **34. (original)** A system as recited in claim 29, wherein the content-
10 tracking information is included as part of a uniform resource locator that
11 designates the tracking component, identifies the content provider, identifies the
12 requesting device, and identifies the content.

13
14 **35. (original)** A system as recited in claim 29, wherein the request
15 designates the content provider as a provider of the content, and wherein the
16 request-tracking information includes a designation of the tracking component,
17 such that the request is first communicated to the tracking component based upon
18 the designation.

19
20 **36. (original)** A system as recited in claim 29, wherein the request-
21 tracking information is included as part of a uniform resource locator that
22 designates the tracking component to first receive the request for content,
23 identifies the content provider, identifies the requesting device, and identifies the
24 content.
25

1
2 **37. (original)** A system as recited in claim 29, wherein the request
3 for content is generated from a selectable data link within rendered content at the
4 requesting device, and wherein the request-tracking information identifies the
5 selectable data link and the rendered content that includes the selectable data link.
6

7 **38. (original)** A system as recited in claim 29, wherein the request
8 for content is generated from a selectable data link within rendered content at the
9 requesting device, and wherein the request-tracking information identifies the
10 selectable data link and a location of the selectable data link within the rendered
11 content.
12

13 **39. (original)** A system as recited in claim 29, wherein the request
14 for content is generated from a selectable data link within rendered content at the
15 requesting device, and wherein the request-tracking information identifies the
16 selectable data link, the rendered content that includes the selectable data link, and
17 a location of the selectable data link within the rendered content.
18
19
20
21
22
23
24
25

1 **40. (original)** A system as recited in claim 29, wherein:

2 the request for content is generated from a selectable data link within
3 rendered content at the requesting device; and

4 the request-tracking information is included as part of a uniform resource
5 locator that designates the tracking component to first receive the request for
6 content, and further identifies the content, the content provider, the requesting
7 device, the selectable data link, the rendered content that includes the selectable
8 data link, and a location of the selectable data link within the rendered content.

9
10 **41. (original)** A computing device comprising the system as recited
11 in claim 29.

1 **42. (original)** A computing device, comprising:

2 an application component configured to:

3 receive a request for content, the request including request-tracking
4 information;

5 communicate the request for content to a content provider that
6 provides the content to a destination device, the content including content-
7 tracking information;

8 receive the content-tracking information from the destination device
9 when the content is provided to the destination device; and

10 a database configured to maintain the request-tracking information and the
11 content-tracking information, and further configured to associate the request-
12 tracking information and the content-tracking information with the destination
13 device.

14
15 **43. (original)** A computing device as recited in claim 42, wherein the
16 database is further configured to associate the request-tracking information and the
17 content-tracking information with a user of the destination device.

18
19 **44. (original)** A computing device as recited in claim 42, wherein the
20 application component receives the content-tracking information from the
21 destination device after the content is rendered at the destination device.

1 **45. (original)** A computing device as recited in claim 42, wherein a
2 destination device identifier is included as part of the content-tracking information
3 when the content is provided to the destination device.

4
5 **46. (original)** A computing device as recited in claim 42, wherein the
6 content-tracking information is a uniform resource locator.

7
8 **47. (original)** A computing device as recited in claim 42, wherein the
9 content-tracking information is included as part of a uniform resource locator that
10 designates the computing device, identifies the content provider, identifies the
11 destination device, and identifies the content.

12
13 **48. (original)** A computing device as recited in claim 42, wherein the
14 request designates the content provider as a provider of the content, and wherein
15 the request-tracking information includes a designation of the computing device,
16 such that the request is first communicated to the computing device based upon
17 the designation.

18
19 **49. (original)** A computing device as recited in claim 42, wherein the
20 request-tracking information is a uniform resource locator.

1 **50. (original)** A computing device as recited in claim 42, wherein the
2 request-tracking information is included as part of a uniform resource locator that
3 designates the computing device to first receive the request for content, and
4 identifies the content provider, the destination device, and the content.

5
6 **51. (currently amended)** A computing device as recited in
7 claim 42, wherein the request for content is generated from a selectable ~~connection~~
8 control within a Web page at the destination device, and wherein the
9 request-tracking information identifies the selectable ~~connection~~ control and the
10 Web page that includes the selectable ~~connection~~ control.

11
12 **52. (currently amended)** A computing device as recited in
13 claim 42, wherein the request for content is generated from a selectable ~~connection~~
14 control within a Web page at the destination device, and wherein the
15 request-tracking information identifies the selectable ~~connection~~ control, the Web
16 page that includes the selectable ~~connection~~ control, and a location of the
17 selectable ~~connection~~ control within the Web page.

18
19 **53. (currently amended)** A computing device as recited in
20 claim 42, wherein the request for content is generated from a selectable ~~connection~~
21 control within a user interface of an application component at the destination
22 device, and wherein the request-tracking information identifies the selectable
23 ~~connection~~ control and the application component that includes the selectable
24 ~~connection~~ control.

1
2 **54. (currently amended)** A computing device as recited in
3 claim 42, wherein the request for content is generated from a selectable ~~connection~~
4 control within a user interface of an application component at the destination
5 device, and wherein the request-tracking information identifies the selectable
6 ~~connection~~ control, the application component that includes the selectable
7 ~~connection~~ control, and a location of the selectable ~~connection~~ control within the
8 user interface.

9
10 **55. (currently amended)** A method, comprising:
11 receiving a request for content from a destination device, the request
12 including request-tracking information relating to the request for content;
13 ~~communicating~~ redirecting the request for content to a content provider that
14 provides the content to a destination device, the content including content-tracking
15 information relating to providing the content;
16 receiving the content-tracking information from the destination device; and
17 storing the request-tracking information and the content-tracking
18 information.

19
20 **56. (original)** A method as recited in claim 55, further comprising
21 associating the request-tracking information and the content-tracking information
22 with the destination device.
23
24
25

1 **57. (original)** A method as recited in claim 55, further comprising
2 associating the request-tracking information and the content-tracking information
3 with a user of the destination device.

4
5 **58. (original)** A method as recited in claim 55, wherein the
6 content-tracking information is received after the content has been provided to the
7 destination device.

8
9 **59. (original)** A method as recited in claim 55, wherein the
10 content-tracking information is received after the content has been rendered at the
11 destination device.

12
13 **60. (original)** A method as recited in claim 55, wherein said storing
14 comprises storing a content provider identifier that identifies the content provider,
15 a destination device identifier that identifies the destination device, and a content
16 identifier that identifies the content.

17
18 **61. (original)** A method as recited in claim 55, wherein said storing
19 comprises storing a content provider identifier that identifies the content provider,
20 a destination device identifier that identifies the destination device, a content
21 identifier that identifies the content, and a user identifier that identifies a user of
22 the destination device.

1 **62. (currently amended)** A method as recited in claim 55, further
2 comprising determining from the request-tracking information, a selectable
3 ~~connection~~ control identifier that identifies a selectable ~~connection~~ control and a
4 rendered content identifier that identifies rendered content, wherein the request for
5 content is generated from the selectable ~~connection~~ control within the rendered
6 content at the destination device.

7
8 **63. (currently amended)** A method as recited in claim 55, further
9 comprising determining from the request-tracking information, a selectable
10 ~~connection~~ control identifier that identifies a selectable ~~connection~~ control, a
11 rendered content identifier that identifies rendered content, and a location
12 identifier that identifies a location, wherein the request for content is generated
13 from the selectable ~~connection~~ control at the identified location within the
14 rendered content at the destination device.

15
16 **64. (original)** A method as recited in claim 55, further comprising
17 determining from the request-tracking information, a data link identifier that
18 identifies a data link, a Web page identifier that identifies a Web page, and a
19 location identifier that identifies a location, wherein the request for content is
20 generated from the data link at the identified location within the Web page at the
21 destination device.

1 **65. (currently amended)** A method as recited in claim 55, further
2 comprising determining from the request-tracking information, a selectable
3 ~~connection control~~ identifier that identifies a selectable ~~connection control~~, an
4 application component identifier that identifies an application component, and a
5 location identifier that identifies a location, wherein the request for content is
6 generated from the selectable ~~connection control~~ at the identified location within a
7 user interface for the application component at the destination device.

8
9 **66. (original)** One or more computer-readable media comprising
10 computer-executable instructions that, when executed, direct a computing system
11 to perform the method of claim 55.
12
13
14
15
16
17
18
19
20
21
22
23
24
25

1 **67. (currently amended)** One or more computer-readable media
2 comprising computer-executable instructions that, when executed, direct a
3 computing system to perform a method comprising:

4 receiving a request for data from a requesting device, the request including
5 request-tracking information;

6 storing the request-tracking information to associate the request-tracking
7 information with the requesting device;

8 redirecting the request for the data to a data provider;

9 providing the data to a destination the requesting device, the data including
10 content-tracking information;

11 receiving the content-tracking information from the ~~destination~~ requesting
12 device when the data is rendered at the destination requesting device; and

13 storing the content-tracking information; ~~and associating~~ to associate the
14 content-tracking information with the destination requesting device.

15
16 **68. (currently amended)** One or more computer-readable media as
17 recited in claim 67, the method further comprising associating the content-tracking
18 information with a user of the destination requesting device.

19
20 **69. (currently amended)** One or more computer-readable media as
21 recited in claim 67, wherein the content-tracking information is included as part of
22 a uniform resource locator that identifies a the data provider said providing the
23 data, the destination device, and the data to the requesting device.

1 **70. (currently amended)** One or more computer-readable media as
2 recited in claim 67, wherein said storing comprises storing a data provider
3 identifier that identifies a the data provider said providing the data, a ~~destination~~
4 requesting device identifier that identifies the ~~destination~~ requesting device, and a
5 data identifier that identifies the data.

6
7 **71. (currently amended)** One or more computer-readable media as
8 recited in claim 67, the method further comprising:

9 receiving a request for additional data from the ~~destination~~ requesting
10 device, the request including additional request-tracking information;

11 storing the additional request-tracking information;

12 associating the additional request-tracking information with the ~~destination~~
13 requesting device.

14
15 **72. (canceled)**

16
17 **73. (currently amended)** One or more computer-readable media as
18 recited in claim ~~72~~ 67, the method further comprising associating the
19 request-tracking information with a user of the requesting device.

20
21 **74. (currently amended)** One or more computer-readable media as
22 recited in claim ~~72~~ 67, wherein the request-tracking information is included as part
23 of a uniform resource locator that identifies the data provider, the requesting
24 device, and the data.

1
2 **75. (currently amended)** A method as recited in claim ~~72~~ 67,
3 wherein said storing comprises storing a data provider identifier that identifies the
4 data provider, a requesting device identifier that identifies the requesting device,
5 and a data identifier that identifies the data.

6
7 **76. (currently amended)** One or more computer-readable media as
8 recited in claim ~~72~~ 67, the method further comprising determining from the
9 request-tracking information, a selectable connection identifier for a selectable
10 connection, a rendered content identifier for rendered content, and a location
11 identifier for a location, wherein the request for the data is generated from the
12 selectable connection at the identified location within the rendered content at the
13 requesting device.

14
15 **77. (currently amended)** One or more computer-readable media as
16 recited in claim ~~72~~ 67, the method further comprising determining from the
17 request-tracking information, a data link identifier for a data link, a Web page
18 identifier for a Web page, and a location identifier for a location, wherein the
19 request for the data is generated from the data link at the identified location within
20 the Web page at the requesting device.

1 **78. (currently amended)** One or more computer-readable media as
2 recited in claim ~~72~~ 67, the method further comprising determining from the
3 request-tracking information, a selectable connection identifier for a selectable
4 connection, an application component identifier for an application component, and
5 a location identifier for a location wherein the request for the data is generated
6 from the selectable connection at the identified location within a user interface for
7 the application component at the requesting device.

8
9 **Please add new 79-81 claims as follows:**

10
11 **79. (new)** A system as recited in claim 14, wherein the tracking device
12 is further configured to redirect the request for the data to the server device before
13 recording the tracking information in an event that the request for the data would
14 be delayed for tracking device processing.

15
16 **80. (new)** A system as recited in claim 29, wherein the tracking
17 component is further configured to receive the request for the content from the
18 requesting device and redirect the request to the content provider.

19
20 **81. (new)** A computing device as recited in claim 42, wherein the
21 application component is further configured to receive the request for the content
22 from the destination device and redirect the request to the content provider.
23
24
25